

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Project**

Business expos around the world serve as significant platforms for industry professionals to network, showcase products, and discover new market trends. According to Supadilah (2022) Expo stands for Exposition which means exhibition or presentation. In general, Expo is defined as a trade fair or trade exhibition. Expo is a unique form of promotion because it promotes products on a massive scale. A business exhibition or Business Expo is a strategic platform that not only serves to promote products and services, but also as an opportunity to strengthen business networks and attract public attention.

Indonesia holds several business expos every year, one of which is Trade Expo Indonesia (TEI). As said by Naila Elvari and Tuty Herawati (2022) the Trade Expo Indonesia exhibition is an annual event of the Ministry of Trade of the Republic of Indonesia and has been organized by PT Debindomulti Adhiswasti since 2006, in 2020 it was held in a virtual exhibition format. According to Bayu Dwi Juniansyah,, et al (2020) Event Organizer (EO) is a professional organizational service provider in which there is a group of people who organize an event in which there are many divisions of tasks in each member that refer to all the same goals in an event. Applied of Gaol (2022) in Francisca, P. C. D (2023) there are several types of EOs known so far including (1) one stop service agency; (2) MICE or meeting, incentive, convention and exhibition; (3) music or entertainment / music promoter; (4) wedding planner or wedding organizer; (5) birthday; (6) personal organizer.

According to Ajeng Suryaningtyas and Djuni Akbar (2022) the MICE industry (Meeting, Incentive, Conference, Exhibition) is currently one of the fastest growing trends and is considered a promising industry. MICE which is one of the flagship products of the Tourism industry in Indonesia. In this era where

many business people are moving so rapidly, there are various needs for meetings, negotiations on both national and international scales, so the prospects for MICE are increasingly promising.

On the report of Ajeng Suryaningtyas and Djuni Akbar (2022) Indonesia's MICE industry has succeeded in organizing various major international events such as the Asian Games 2018, Asian Para Games 2018, Annual Meeting INF-World Bank Group 2018, Our Ocean Conference 2018, and World Conference on Creative Economy (WCCE) 2018, and in 2022 successfully implemented the Global Platform for Disaster Risk Reduction (GPDRR) and the G20 Summit in Nusa Dua Bali. Of course, this has a huge positive impact on giving attention to other regions that also have the potential to organize meetings.

Bengkalis State of Polytechnic is one of the colleges in Indonesia located in Bengkalis city, Riau Province. This college will hold a business expo event. Usually in the business expo there will be an interlude for entertainment. Organizing entertainment events plays an important role in increasing visitor attraction and participation. One of the events in the Polbeng Business Expo is a singing competition for elementary school children. A spectacular singing competition can be a major attraction that provides a fun experience while enhancing the positive image of the business exhibition itself. Elementary school children are at a very active and creative age, where they love to explore various talents and interests, including in the field of musical arts. This competition not only provides a platform for children to showcase their abilities, but also creates a fun and educational moment for the whole family.

The main reason for choosing elementary school children as participants in the singing competition is because they have great potential to attract the attention of parents and families. As such, the event not only attracted the participation of children, but also invited the presence of parents and other family members, which in turn increased the number of visitors to the exhibition. The presence of these families is very strategic for businesses exhibiting their products at the Polbeng Business Expo, as it provides an opportunity to introduce products to a wider and more diverse audience.

In this context, organizing a singing competition in a business expo can be part of MICE (Meeting, Incentives, Conferences, Exhibition), which is included in the exhibition element. Singing competitions at Business Expo can add significant value to the event. Through these competitions, the expo can reach a wider audience, create a more festive atmosphere, and support the promotion of exhibitors' businesses. Of course, there will be many challenges and obstacles that will be faced to create a spectacular singing competition event, one of them is in marketing.

In the context of marketing, the right strategy is crucial to guarantee the success of the event. The marketing strategy used included promotion through social media and face to face promotions. This aimed to increase the participation of race participants. Not only does it aim to increase participation but also to build a positive image for Polbeng Business Expo. According to Kotler & Keller in Romi Setiawan, et al (2022) marketing is an event, which has an idea for demonstrating how a brand can enrich a customer's life, which creates consumer and media interest and involvement. According to Close, et al in Romi Setiawan, et al (2022) marketing is in a specific activity that blends the marketing message into a gathering that engages consumers with the brand and its personality to achieve a variety of goals, such as brand awareness, sales, and image enhancement.

The right marketing strategy plays a crucial role in ensuring the success of an event. The marketing strategy to be carried out in the Polbeng Business Expo event can be done by using a combination of social media and face-to-face promotions to maximize participant engagement while fostering a positive public image. Marketing serves as a tool to illustrate how a brand can add value to consumers' lives, creating interest and engagement from audiences and media.

Based on the description above, this project will be made with the title **“Elementary School Singing Competition at Polbeng Business Expo (Case Study: Marketing Strategy)”**. This project is expected to make a significant contribution in the field of marketing, especially in the singing competition at the Polbeng Business Expo.

## **1.2 Identification of the Project**

Based on the explanation of the background above, the problem that arise is: what is the marketing strategies can be used in Organizing a Singing Competition Event at Polbeng Business Expo to attract participants?

## **1.3 Purpose of the Project**

### **1.3.1 General Purpose of the Project**

The general purpose of this project is to held a singing competition at the Polbeng Business Expo with a focus on Marketing Strategy in Organizing a Singing Competition Event.

### **1.3.2 Specific Purpose of the Project**

The specific purpose of this project that are expected to be achieved in writing this final project are as follows:

1. To find out what marketing strategies will be used in this singing competition event to attract participants, especially for elementary schools.
2. To conduct the registration process for singing competition participants especially for elementary schools.
3. To conduct the digital marketing for 1 month to promote the singing competition.
4. To create a video documentation of a singing competition event.
5. To find out the obstacles in a singing competition, especially in terms of marketing.
6. To find out the solutions of the obstacles in the singing competition, especially in the marketing

## **1.4 Significance of the Project**

Some of the benefits that can be obtained from the final project “Elementary School Singing Competition at Polbeng Business Expo (Case Study: Marketing Strategy)” are as follows:

1. For the Polbeng Business Expo

This project is expected to reach a wider audience, create a more festive atmosphere, and support the promotion of expo participants businesses.

2. For Singing Competitionants

This project is expected to increase the singing competitionants self-confidence, as entertainment, and as an experience for the competitionants.

3. For Researchers

This project can be used as additional experience, knowledge and as a guide for completing the final project which is one of the requirements to complete Diploma IV in the International Business Administration study program, majoring in Commerce Administration. With this final project, it is hoped that it will increase the creativity and innovation of the author.

4. For Society

This project is expected to provide insight in the form of a final project to broaden knowledge in learning how to make planning a spectacular singing competition especially focus on the role of human resources.

5. For Other Parties

This project is expected to be used as additional information, knowledge and reference in the preparation of the next final project or other similar projects.

### **1.5 Time and Place of Project Implementation**

The following is the time and place of implementation of the singing competition project at the Polbeng business expo:

Implementation time : 6 Months from July – December

Singing competition will be held for 2 days in October  
on week 9 of semester 7

Place : The Language Building Courtyard of Politeknik Negeri  
Bengkalis

## **1.6 Writing System**

The systematic writing of the final project “Elementary School Singing Competition at Polbeng Business Expo (Case Study: Marketing Strategy)” are as follows:

### **CHAPTER 1: INTRODUCTION**

Chapter 1 explains the background of the problem, identification of the project, project objections, project benefits, time and place of project implementation and the systematic writing of a project.

### **CHAPTER 2: LITERATURE REVIEW**

Chapter 2 explains the general and specific theories in the final project report, namely the general theory explaining the identification of optimizing production in singing competition, and for the specific theory explaining the identification of how to planning a spectacular singing competition especially focus on the role of human resources will be carried out. It also includes a project framework.

### **CHAPTER 3: METHODS AND ACCOMPLISHMENT PROCESSES**

Chapter 3 describes the identification of project preparation plans, project implementation plans, project completion plans as well as schedules and estimates of project implementation costs.

### **CHAPTER 4: RESULTS AND DISCUSSION**

Chapter 4 describes the singing competition, reports on the implementation of singing competition, which include project preparation, project implementation and project completion.

### **CHAPTER 5: CONCLUSIONS AND SUGGESTIONS**

Chapter 5 describes the conclusions and suggestions after the project has been implemented.